## METHODS AND APPARATUS FOR PROVIDING APPLICATION CREDENTIALS

## **ABSTRACT**

[0068] Methods and apparatus for providing an application credential for an application running on a device. In one embodiment, a method provides an application credential to an application running on a device, wherein the application credential is used by the application to authenticate to a data server. The method comprises receiving a request to generate the application credential, wherein the request includes an application identifier. The method also comprises generating the application credential using the application identifier and a master credential associated with the device.